

	15 Minneapolis	A	\$28.85	\$32.24	11.4%	
\$8.80		B	\$35.55	\$35.85	0.8%	\$3.81
	16 Cleveland	A	\$27.95	\$30.85	10.7%	
\$0.05		B	\$28.00	\$28.75	8.3%	\$1.20
	17 Atlanta	A	\$40.00	\$33.70	-15.7%	
\$0.00		B	\$40.00	\$41.75	4.4%	\$8.05
	18 San Diego	A	\$45.00	\$36.55	-18.8%	
\$8.35		B	\$36.85	\$38.00	3.7%	\$1.45
	19 Denver	A	\$29.50	\$36.58	24.0%	
\$8.05		B	\$35.55	\$36.95	3.9%	\$0.38
	20 Seattle	A	\$29.50	\$29.99	1.7%	
\$11.75		B	\$41.25	\$29.95	-27.4%	\$0.04
	21 Milwaukee	A	\$20.00	\$28.95	49.7%	
\$1.30		B	\$21.30	\$27.00	26.8%	\$2.95
	22 Tampa	A	\$28.80	\$34.95	30.4%	
\$0.80		B	\$27.80	\$48.45	68.3%	\$11.50
	23 Cincinnati	A	\$17.85	\$30.95	72.4%	
\$0.05		B	\$18.00	\$24.91	38.4%	\$8.04
	24 Kansas City	A	\$25.50	\$33.45	31.2%	
\$0.00		B	\$25.50	\$35.85	40.8%	\$2.40
	25 Buffalo	A	\$25.10	\$27.85	10.2%	
\$13.10		B	\$12.00	\$23.35	94.6%	\$4.30
	26 Phoenix	A	\$28.85	\$39.25	35.8%	
\$8.80		B	\$35.55	\$40.25	13.2%	\$1.00
	28 Indianapolis	A	\$12.00	\$28.95	124.6%	
\$3.00		B	\$15.00	\$24.95	66.3%	\$2.00
	29 New Orleans	A	\$42.80	\$33.95	-20.9%	
\$9.40		B	\$33.50	\$33.95	1.3%	\$0.00
	30 Portland	A	\$25.00	\$35.00	40.0%	
\$1.50		B	\$23.50	\$33.50	42.6%	\$1.50
\$3.75	Averages		\$28.67	\$36.12	+32.4%	\$2.84

The monthly airtime charges contained in this report were calculated by using data obtained from Information Enterprises and the customer service departments of the licensed carriers in each market listed above. The monthly airtime charges reflect the best rates available on service contracts not exceeding one year in length.

APPENDIX 2

Source:

Calif Legislative Hearings
1-12-93
Hearing Record

TABLE 2

DRA AND MCCA W CELLULAR RATE COMPARISON CHART

(REGULATED MARKETS ARE IN BOLD ITALICS.)

CITY	DRA (A)		DRA (B)		MCCA W(1)	
LOS ANGELES	\$99.00	100.00%	\$99.00	98.02%	\$98.84	98.05%
NEW YORK	\$99.00	100.00%	\$101.00	100.00%	\$100.81 *	100.00%
PHILADELPHIA	\$97.24	98.22%	\$86.00	85.15%	\$89.53 *	68.97%
SAN FRANCISCO	\$95.00	95.96%	\$95.00	94.06%	\$92.58	91.84%
MIAMI	\$93.00	93.94%	\$92.00	91.09%	\$86.07 *	85.38%
SEATTLE	\$93.00	93.94%	\$95.00	94.06%	\$81.28	80.63%
DENVER	\$83.00	83.84%	\$88.00	87.13%	\$73.32 *	72.73%
DALLAS	\$80.40	81.21%	\$89.35	88.47%	\$74.69	74.09%
HOUSTON	\$77.00	77.78%	\$92.00	91.09%	\$72.44 *	71.86%
MINNEAPOLIS	\$76.00	76.77%	\$76.00	75.25%	\$73.41	72.82%
BOSTON	\$74.00	74.75%	\$78.00	77.23%	\$73.33	72.74%
DETROIT	\$72.44	73.17%	\$70.31	69.61%	\$55.72 *	55.27%
WASHINGTON, D.C.	\$72.00	72.73%	\$73.00	72.28%	\$63.06 *	62.55%
SACRAMENTO	\$60.00	60.61%	\$52.00	51.49%	\$58.20	57.73%
CHICAGO	\$59.00	59.60%	\$62.00	61.39%	\$53.84	53.41%
PITTSBURGH	N/A	N/A	N/A	N/A	\$74.15 *	73.55%
TAMPA	N/A	N/A	N/A	N/A	\$75.91 *	75.30%

PERCENTAGES ARE RELATIVE TO LOS ANGELES RATES.

* REQUIRES COMMITMENT TO ONE YEAR CONTRACT

(1) REVISED TO INCLUDE ACTIVATION FEE & ALLOCATION OF FREE MINUTES

(A) NON-WIRELINE CARRIER

(B) WIRELINE CARRIER

ASSUMPTIONS:

1. ALL RATES ARE BASED ON 120 MINUTES OF USE (80% PEAK/20% OFF PEAK).
2. RATES FOR BOSTON, HOUSTON, PHILADELPHIA, AND SACRAMENTO WERE ADDED BY DRA USING MCCA W ASSUMPTIONS.

Opening Comments of **MARKET-BY-MARKET RATE MARGIN ANALYSIS**

Cellular Resellers Association

Existing resellers generally have more than 1000 customers and the average reseller uses more than 300,000 peak minutes and 50,000 off-peak minutes of airtime. This analysis reflects these facts.

Los Angeles

Los Angeles SMSA (PacTel/GTE)

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access	\$45.00	\$32.26	28.31%
Peak	\$ 0.45	\$ 0.366	18.67%
Off-Peak	\$ 0.27	\$ 0.22	18.52%

Los Angeles Cellular Telephone Company
McCaw/AT&T/BellSouth)

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access	\$45.00	\$32.26	28.31%
Peak	\$ 0.45	\$ 0.366	18.67%
Off-Peak	\$ 0.27	\$ 0.22	18.52%

San Francisco/San Jose

GTE Mobilnet

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access	\$45.00	\$28.25	37.22%
Peak	\$ 0.45	\$ 0.36	20%
Off-Peak	\$ 0.20	\$ 0.16	20%

Bay Area Cellular Telephone Company
(PacTel/AT&T/McCaw)

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access			
(Ceiling Rates)			
0-99 mins. per number	\$45.00	\$28.25	37.22%
100-199 mins. per number	\$42.50	\$26.70	37.18%
200-299 mins. per number	\$40.00	\$25.15	37.13%
300 + mins. per number	\$37.50	\$23.55	37.20%
(New Rates effective 4/26/93)			
0-399 mins. per number	\$39.99	\$25.10	37.23%
400 + mins. per number	\$37.50	\$23.55	37.20%
Peak	\$ 0.45	\$ 0.36	20%
Off-Peak	\$ 0.20	\$ 0.16	20%

Napa

GTE Mobilnet

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access	\$45.00	\$28.25	37.22%
Peak	\$ 0.45	\$ 0.36	20%
Off-Peak	\$ 0.20	\$ 0.16	20%

Napa Cellular (AT&T/McCaw/PacTel)

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access			
0-99 mins. per number	\$45.00	\$28.25	37.22%
100-199 mins. per number	\$42.50	\$26.70	37.18%
200-299 mins. per number	\$40.00	\$25.15	37.13%
300 + mins. per number	\$37.50	\$23.55	37.20%
Peak	\$ 0.45	\$ 0.36	20%
Off-Peak	\$ 0.20	\$ 0.16	20%

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GTE Mobilnet
Salinas

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access	\$45.00	\$28.25	37.22%
Peak	\$ 0.45	\$ 0.36	20%
Off-Peak	\$ 0.20	\$ 0.16	20%

Salinas Cellular (PacTel/AT&T/McCaw)

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access			
0-99 mins. per number	\$45.00	\$28.25	37.22%
100-199 mins. per number	\$42.50	\$26.70	37.18%
200-299 mins. per number	\$40.00	\$25.15	37.13%
300 + mins. per number	\$37.50	\$23.55	37.20%
Peak	\$ 0.45	\$ 0.36	20%
Off-Peak	\$ 0.20	\$ 0.16	20%

Santa Cruz
GTE Mobilnet

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access	\$45.00	\$28.25	37.22%
Peak	\$ 0.45	\$ 0.36	20%
Off-Peak	\$ 0.20	\$ 0.16	20%

Santa Cruz Cellular

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access	\$45.00	\$28.15	37.44%
Peak	\$ 0.45	\$ 0.36	20%
Off-Peak	\$ 0.20	\$ 0.16	20%

Santa Rosa
GTE Mobilnet

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access	\$45.00	\$28.25	37.22%
Peak	\$ 0.45	\$ 0.36	20%
Off-Peak	\$ 0.20	\$ 0.16	20%

Cagal Cellular (AT&T/McCaw/PacTel)

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access			
0-99 mins. per number	\$45.00	\$28.25	37.22%
100-199 mins. per number	\$42.50	\$26.70	37.18%
200-299 mins. per number	\$40.00	\$25.15	37.13%
300 + mins. per number	\$37.50	\$23.55	37.20%
Peak	\$ 0.45	\$ 0.36	20%
Off-Peak	\$ 0.20	\$ 0.16	20%

San Diego
PacTel Cellular

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access	\$35.00	\$24.50	30%
Peak	\$ 0.40	\$ 0.305	26.49%
Off-Peak	\$ 0.20	\$ 0.152	24%

U.S. West Cellular

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access	\$35.00	\$25.20	28%
Peak	\$ 0.40	\$ 0.274	31.5%
Off-Peak	\$ 0.20	\$ 0.137	33.5%

SacramentoSacramento Valley LP (PacTel)

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access	\$20.00	\$14.30	28.5%
Peak	\$ 0.25	\$ 0.203	18.8%
Off-Peak	\$ 0.15	\$ 0.122	18.67%

Proposed new rates

SVLP Area A (Sacramento MSA, Stockton MSA, Yuba City MSA, Sierra RSA, southern portion of Tehama RSA)

Access			
1-4 numbers	\$24.00	\$16.80	30%
5-9 numbers	\$22.80	\$15.96	30%
10-24 numbers	\$21.60	\$15.12	30%
25+ numbers	\$20.40	\$14.28	30%
Peak	\$ 0.29	\$ 0.203	30%
Off-Peak	\$ 0.15	\$ 0.105	30%

SVLP Area B (Chico MSA, Redding MSA, northern portion of Tehama RSA)

Access			
1-4 numbers	\$30.00	\$21.00	30%
5-9 numbers	\$28.50	\$19.95	30%
10-24 numbers	\$27.00	\$18.90	30%
25+ numbers	\$25.50	\$17.85	30%
Peak	\$ 0.35	\$ 0.245	30%
Off-Peak	\$ 0.25	\$ 0.175	30%

Sacramento Cellular (AT&T/McCaw)

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access	\$24.00	\$16.00	33.33%
Peak	\$ 0.29	\$ 0.227	21.72%
Off-Peak	\$ 0.15	\$ 0.122	18.67%

StocktonSacramento Valley LP (PacTel)

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access	\$20.00	\$14.30	28.5%
Peak	\$ 0.25	\$ 0.203	18.8%
Off-Peak	\$ 0.15	\$ 0.122	18.67%

Stockton Cellular (AT&T/McCaw)

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access	\$24.00	\$16.00	33.33%
Peak	\$ 0.29	\$ 0.227	21.72%
Off-Peak	\$ 0.15	\$ 0.122	18.67%

FresnoFresno MSA (GTE/Contel)

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access			
(Ceiling Rates)			
1-5 units	\$31.00	\$24.00	22.58%
6+ units	\$28.00		14.29%
(New Rates effective 6/7/93)			
1-5 units	\$27.00	\$20.90	22.59%
6+ units	\$28.00		25.36%
Peak	\$ 0.35	\$ 0.28	20%
Off-Peak	\$ 0.20	\$ 0.16	20%

Fresno Cellular (AT&T/McCaw)

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access			
1-5 units	\$31.00	\$24.00	22.58%
6+ units	\$28.00		14.29%
Peak	\$ 0.35	\$ 0.275	21.43%
Off-Peak	\$ 0.20	\$ 0.16	20%

BakersfieldFresno MSA (GTE/Contel)

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access			
(Ceiling Rates)			
1-5 units	\$31.00	\$24.00	22.58%
6+ units	\$28.00		14.29%
(New Rates effective 6/7/93)			
1-5 units	\$27.00	\$20.90	22.59%
6+ units	\$28.00		25.36%
Peak	\$ 0.35	\$ 0.28	20%
Off-Peak	\$ 0.20	\$ 0.16	20%

Bakersfield Cellular (BellSouth)

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access			
1-5 units	\$31.00	\$24.00	22.58%
6+ units	\$28.00		14.29%
Peak	\$ 0.35	\$ 0.28	20%
Off-Peak	\$ 0.20	\$ 0.16	20%

Santa BarbaraGTE Mobilnet of Santa Barbara

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access	\$45.00	\$28.25	37.22%
Peak	\$ 0.45	\$ 0.36	20%
Off-Peak	\$ 0.20	\$ 0.16	20%

Santa Barbara Cellular (AT&T/McCaw)

	<u>Retail Rates</u>	<u>Wholesale Rates</u>	<u>Margin</u>
Access	\$45.00	\$28.25	37.22%
Peak	\$ 0.45	\$ 0.36	20%
Off-Peak	\$ 0.20	\$ 0.16	20%